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**REMARKS**

This response is intended as a full and complete response to the non-final Office Action mailed March 7, 2007. In the Office Action, the Examiner notes that claims 1-19 are pending and rejected.

In view of the following discussion, Applicants submit that all of the claims now pending are in allowable form.

It is to be understood that Applicants do not acquiesce to the Examiner's characterizations of the art of record or to Applicants' subject matter recited in the pending claims. Further, Applicants are not acquiescing to the Examiner's statements as to the applicability of the art of record to the pending claims by filing the instant response.

**35 U.S.C. §102(e) Rejection of Claims 1-19**

The Examiner has rejected Claims 1-19 under 35 U.S.C. §102(e) as being anticipated by Knudson et al. U.S. Patent No. 6,016,141, hereinafter "Knudson." The rejection is respectfully traversed.

Independent claim 1 recites:

1. In an interactive information distribution system containing service provider equipment and subscriber equipment that is interconnected by a communications network, a method of providing a subscription-on-demand service, comprising:
  - providing a set of more than two on-demand programs;
  - packaging the set into a subset having at least two on-demand programs of the set of on-demand programs; and
  - providing a user interface having the subset as a selectable object, the user interface configured to allow selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access. (Emphasis added.)

Anticipation requires the presence, in a single prior art reference, disclosure of each and every element of the claimed invention, arranged as in the claim. Knudson fails to disclose each and every element of the claimed invention, as arranged in independent claim 1.

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Specifically, Knudson fails to teach or suggest at least the providing a set of more than two on-demand programs, packaging the set into a subset having at least two on-demand programs of the set of on-demand programs and providing a user interface having the subset as a selectable object, the user interface configured to allow selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access, as recited in independent claim 1.

Knudson discloses an interactive television program guide system with pay program package promotion. Knudson teaches one embodiment of providing a package of premium channels. (See Knudson, col. 5, ll. 52-60.) In an alternative embodiment, Knudson teaches providing a package of pay-per-view programming such as the Olympics. (See Knudson, col. 6, ll. 4-13.)

Notably, none of the programming packages offered by Knudson include on-demand programs, as taught by the Applicants invention. In fact, Knudson teaches that the programs are displayed in a grid of time slots and the method taught by Knudson is activated when a viewer chooses a program from the time slot. (See Knudson, col. 4, ll. 22-37, 58-65; FIG. 2.) Those skilled in the art recognize that on-demand programming is not restrained to assigned time slots. Rather, on-demand programming is available to a viewer at any time upon request. Therefore, Knudson clearly does not teach or suggest providing a set of more than two on-demand programs, packaging the set into a subset having at least two on-demand programs of the set of on-demand programs and providing a user interface having the subset as a selectable object, the user interface configured to allow selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access, as recited in independent claim 1, and as such fails to disclose each and every element of the claimed invention, as arranged in Applicants' independent claim 1.

As such, independent claim 1 is not anticipated by Knudson and is patentable under 35 U.S.C. §102. Claims 2-19 depend, either directly or indirectly, from independent claim 1 and recite additional limitations thereof. As such, and at least for the same reasons as discussed above, these dependent claims also are not anticipated

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by Knudson and are patentable under 35 U.S.C. §102. Therefore, the Examiner is respectfully requested to withdraw the rejection.

### SECONDARY REFERENCES

The secondary references made of record are noted. However, it is believed that the secondary references are no more pertinent to Applicants' disclosure than the primary references cited in the Office Action. Therefore, Applicants believe that a detailed discussion of the secondary references is not necessary for a full and complete response to this Office Action.

### CONCLUSION

In view of the foregoing, Applicants believe that this application is in condition for allowance. Entry of this response, reconsideration of this application, and allowance are respectfully solicited.

If, however, the Examiner believes that there are any unresolved issues requiring adverse final action in any of the claims now pending in the application, it is requested that the Examiner telephone Eamon J. Wall, Esq. or Jimmy Kim at (732) 530-9404 so that appropriate arrangements can be made for resolving such issues as expeditiously as possible.

Respectfully submitted,

Dated: 6/6/07

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